

Carmen De La Paz

Milwaukee, WI

carmendelapaz@msn.com

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Bi-lingual (English | Spanish), Media, Communications, Marketing | Publicity, Television Producer, "On-camera" TV Talent|Host|Expert with an extensive professional track record of delivering projects in synergy with desired goals. Repeated success maximizing a budget with professional insight and a true understanding of strategic options, applying a methodical and practical approach threading creativity and business on many media platforms offering original, informational and entertaining content to targeted markets.

Curriculum reflects professional trajectory of success with top domestic and international brands via multiple communication arenas, including; Consumer Products, Television, Film, New Media & The Entertainment Industry.

Designer | Fabricator: Interior/Exterior, Residential, Commercial and Set Construction, Furniture & Art - Design concept, development, build and final Installation. Collaborating in the creative process with private, business and non-for-profit clients, as well as, television, film and event productions - domestically and internationally.

World Class Teacher | Instructor | Demonstrator of Visual Arts: Teaching engagements include Puerto Rico, South Africa, Australia, Argentina, New Zealand.

Committee Chair responsible for organization, planning and roll-out of educational curriculum and Micro Economy Development serving under skilled artisans in collaboration with The Nelson Mandela University - Forestry Department; George, South Africa and The Department of Artisan Development in Puerto Rico (PRIDCO).

Mentor - Syracuse University VPA School; TV, Film, Theatre Graduates - "Aaron Sorkin Los Angeles Week" for the last 5 years - teaching and sharing insights to the Entertainment Industry thru several speaking\Q&A platforms.

Authorized to work in the US for any employer

Work Experience

Owner, Designer, Media Production

De La Paz Designs - Austin, TX

January 2001 to Present

As Designer for Commercial and Residential spaces, Founder and Instructor of the Artisan School, Carmen heads the day-to-day aspects of business and design development - conception, manufacturing and installation. De La Paz Designs has created commissioned spaces and works for private and business clients, as well as, the non-for-profit sector.

Part design center for residential and commercial spaces, part construction of sets and props for the Television and Film Industry, and part Television and Film Production, De La Paz Designs is dedicated to converting ideas and visual concepts into communication vehicles merging the step-by-step process of "making," informing and educating in a creative way.

Director of Operational Communications

Warner Bros Studios - Burbank, CA
2000 to 2002

Responsible for creating and disseminating all corporate communication and policies from corporate headquarter departments to 169 Warner Bros. Studios Stores located all over the world. Oversaw the timeline, roll out and implementation of all new corporate directives supporting Business Management, Point of Sale, Human Resources, Employee Incentive and Recognition programs, as well as, consistency with all Visual Standards and layout.

Division of Responsibility by Sectors:

Employee Management, Inventory Analysis, Visual Merchandising, Cost Management

Director of TV Publicity and Marketing

Warner Bros. Studios Burbank, CA - Burbank, CA
1998 to 2000

Responsible for developing and implementing strategic and tactical plans for publicity and marketing campaigns serving the Television and TV Animations Divisions at Warner Bros. Studios. Working closely with production, marketing and retail divisions to coordinate the launch and roll out activation programs for several properties. Including: The Rosie O'Donnell Show, EXTRA, Jenny Jones, Batman Animated, and more.

Manager of Publicity, Marketing and Special Events

Warner Bros. Studios - New York, NY
1993 to 1998

Responsible for enacting and executing publicity and marketing campaigns as directed by corporate offices in Burbank, CA. Created and supervised all aspects of live and special events on the East coast for the TV & Film and Retail Division. Key player in coordinating and insuring timely communication with all internal/external vendors and sponsors for a successfully promoted, executed and attended event or venue. Handling of confidential and sensitive information pertaining to high-profile celebrities and/or information on not yet released TV and film properties.

On-Camera Host | Designer | Carpenter: Home Made Simple

OWN: Oprah Winfrey Network - Los Angeles, CA

Having garnered an Emmy nomination in 2016 as part of the on-camera team of Host | Designers, Carmen recently wrapped her second production season for "Home Made Simple" on OWN - The Oprah Winfrey Network. With new episodes airing January 2017 - Saturdays 9/8 am (C).

Carmen is proud to be the first on-camera talent to share Spanish Language content on Oprah.com and homemadesimple.com

Please view clip: <https://youtu.be/pdyIW0N2IUy>

On-Camera Host | Designer | Carpenter: Hammer Heads + other shows

HGTV: Home & Garden Television - Los Angeles, CA

Often recognized for her 6 Seasons as Host and Carpenter on highly rated "Hammer Heads" for HGTV, Carmen wields power tools and installs design concepts with a female perspective on safety, construction and building.

Hammer Heads was nominated twice for an Imagen Awards - Best Reality Show in 2010 and 2011 and held the number one ratings spot for several seasons on HGTV's Saturday Morning line-up.

Carmen has 10 HGTV shows in her credits as On-Camera Host, Designer and Carpenter - including; featured as a celebrity Carpenter on "Design Star" and a Judge in construction competition show along side Mike Holmes: "All American Handy Man."

Carmen is the only female Carpenter HGTV has cast to compete against male carpenters in their reality competition shows and, on more than one occasion, gone on to beat them in HGTV's Showdown & HGTV's 250K Challenge.

"Little but, mighty" in knowledge and creativity, during her time with HGTV, Carmen showcased her arsenal of design and craftsmen skills - Woodwork, Decorative Finishes, Masonry to Cooking, Kids Projects and Lifestyle Tips & Tricks connecting strongly with both male and female viewers.

Full list of shows for HGTV, Upon Request.

On-Camera Host | Contractor: George to The Rescue

NBC | Telemundo - New York, NY

George To The Rescue was produced simultaneously in Spanish and English with the one cast, crew, location and materials budget for NBC & Telemundo. The English version aired on NBC, while the Spanish version aired on Telemundo with Carmen leading the charge in both languages, in-front of the camera as Host | Contractor and, behind-the-scenes helping produce the Spanish language version, coordinating the actual site construction, installation and budget. Successfully completing the make-over and production "on schedule" and under budget.

Carmen is one of very few On-Camera Talent who can switch languages from one take to the next, not requiring a script or more production time yet, gaining a wider reach with a consistent message in both languages and saving production dollars to create more content efficiently.

Talk Show Co-Host: Tu Vida Mas Simple | Hagalo Fácil | Hola Martin

Fox International TV Networks: Mundo FOX, FOX Life, Utilisima! - Buenos Aires, Argentina

As part of a diverse cast of experts, Carmen brings design, crafting and recycling ideas to viewers in highly rated talkshow "Tu Vida Mas Simple." Produced by FOX International in Buenos Aires, Argentina and airing in 18 countries. "Tu Vida Mas Simple" is a talkshow very similar to morning talkshows in the United States. As part of this cast - driven by the energy of the hosts, Carmen also shares her talents in the kitchen, as well as, her musical skills.

While at FOX, Carmen also hosted for 40 episodes of DIY Talkshow Format "Hagalo Facil" and 105 Episodes as Co-Host on Fashionista Talkshow "Hola Martin." As a result of Carmen being the breakout cast member resonating with viewers on these shows - FOX offered her the opportunity to create and produce her own show "Be Handy Con Carmen."

On-Camera Host | Producer | Show Concept : Be Handy Con Carmen

Fox International Networks: Mundo FOX, FOX Life - Los Angeles, CA

The first Spanish language TV show to be produced in Los Angeles for FOX International, "Be Handy con Carmen" combines all of Carmen talents - right from her own home and workshop. Joined by her "real" carpentry assistants, friends and even her Mom, Carmen inspires others to believe they CAN do anything from cutting wood and mixing cement, to making a beautiful meal and entertaining by showing them how.

Through this show, Carmen is proud to have women all over the world sharing with her how they have purchased power tools since she showed them how to use them on "Be Handy con Carmen" - when their husbands didn't and wouldn't.

As creator and producer of 40 episodes of "Be Handy," Carmen's goal is to empower viewers with DIY and creative knowledge they may have considered unattainable, in an entertaining AND educational way.

On-Camera Host: Energy House Calls (Energy efficiency makeover show)

PG&E - San Francisco, CA

'Energy House Calls' an enlightening, and entertaining look at energy efficiency thru a series of videos produced by and featuring PG&E customers who get a real home-energy makeover — helping them save money and energy at the same time.

As host of the "Energy House Calls," Carmen visits customers with her team to assess where each home needs energy improvement. Carmen and her team then involve the whole family to get things back on track - educating, teaching and showing them "how-to" do DIY improvements that will help them save money by making their more home energy efficient.

On-Camera Host | Carpenter | Crew Lead: "Mientras No Estates - While You Were Out"

Discovery Español - Los Angeles, CA

As Carpenter and Co-host of "Mientras No Estates | While You Where Out" for Discovery Espanol, Carmen was cast member to the first successful English language reality show to be converted to Spanish Language in a Television business model to be replicated by many Reality TV shows in the future. Allowing brands and broadcasting outlets to gain larger distribution and thus, securing the financial success of many reality show concepts and opening TV production projects to international distribution opportunities.

Brand Ambassador

3M Construction & Home Improvement Division - Saint Paul, MN

Spokesperson

ScotchBlue Tape - Saint Paul, MN

Brand Ambassador

NOVA Lathes /Teknatool - Tampa, FL

On-Camera Host | Kid's Show: Paloozaville starring John Lithgow

Weller Grossman Productions for MagRack - Los Angeles, CA

Paloozaville is an animated/live-action series for children and their parents on the Video On Demand network: Mag Rack. The Mag Rack original series was created exclusively for On Demand and stars John Lithgow as Paloozaville's absent-minded mayor. The show is based on Lithgow's best selling children's books.

Every episode begins with a boredom crisis that is subsequently solved by co-host Suza Palooza, Carmen De La Paz, and her team of kids. Each episode showcases a different theme centering on arts and crafts, music, history, dance, literature, and drama. The series strives to create educational children's entertainment that will allow parents to spend time with their children and learn at the same time.

Education

BFA in Music Theatre: Acting, Voice, Dance

Syracuse University - Syracuse, NY

Certificate in Broadcast Journalism

UCLA - Los Angeles, CA

Skills

- Television Production, On-Camera Television Host: Talk Show, DIY, Make-Over, "Live-to-Tape," Satellite Media Tour Television Formats. Extensive Teleprompter experience. Very comfortable with camera work, editing and uploading segments and content. Fluent Spanish Language, Interior|Exterior Designer, Lifestyle Expert, Social Media Influencer (10+ years)
- Cost Management
- Masonry
- Drywall
- Handyman

Links

<http://www.carmendelapaz.com>

<https://twitter.com/carmendelapaz>

<https://www.facebook.com/carmen.delapaz>

<https://www.linkedin.com/in/carmen-de-la-paz-57344713/>

Awards

Imagen Awards Nominee - Best Reality Show: "Hammer Heads" - HGTV

August 2010

Imagen Awards Nominee - Best Reality Show: "Hammer Heads" HGTV

August 2011

Imagen Awards Nominee - Best Internet Show: "Energy House Calls" PG&E.com Pacific Gas & Electric

August 2013

Television Emmy Nominee - Best Reality Show: "Home Made Simple" OWN

April 2016

Television Emmy Nominee - Best Reality Show: "Home Made Simple" OWN

March 2017

Certifications and Licenses

Driver's License

Publications

Huffington Post

<http://m.huffpost.com/us/author/carmen-de-la-paz>

October 2012

You Can Do It Mag

<https://issuu.com/carmendelapaz/docs/carmendelapaz.youcandoitmag.winter2012>

2012

Country Woman Magazine

<https://www.pinterest.com/carmendelapaz/country-woman-magazine/>

Honored to be the first Latina to grace the cover of Country Woman Magazine and featured in a several page spread show casing her workshop and creativity along with the step-by-step instructions to several DIY projects.

Additional Information

Targeted Consumer and Social Media Influencer with extensive experience in LIVE Satellite Media Tours (SMT) for major market brands as Spokesperson and Brand Ambassador - facilitating and participating in 30 interviews, being broadcast "live" all over the country, going from English to Spanish with the same branding message, over the course of one day - hitting all major markets, creating deeper brand penetration by combing both markets.

Content Contributor: Work closely with long lead and short lead editors and art director's for print and new media outlets. Brainstorm to final projects for marketing & publicity campaigns. Writing all Step-by-Step instructions, project development and manufacturing of final product "Hero" for photos.

Outlets:

Cosmopolitan Latina

Latina Magazine

Handyman Magazine

The Scrapbook Lounge

Domino Magazine

Woman's Day

A proficient musician in many styles and genres of music - from Classical to Mexican Rancheras, Carmen is a singer and also plays 9 musical instruments.

Carmen made her Broadway Debut in New York's Lincoln Center Theatre Production of "In the Summer House" starring Diane Wiest, Liev Schrieber, and Frances Conroy.